

# \$\$\$ Cash in this week!



Beth Sommers, 60,  
Norwalk, CT

## “I make 6 figures a year selling natural pet-care products!”

Beth Sommers cashed in by making products that are safe for her dog. Here's how

“For years, no matter what I cleaned my dog with, she would have an allergic reaction. I read the labels looking for the culprit but learned that manufacturers don't have to disclose their ingredients. At that time, interest in organic products was growing, and since there wasn't anything on the market that used clean ingredients and had transparent labeling, I decided to create the products myself.

“I did a lot of research, learned about safe essential oils for pets and wrote

a business plan. In 2015, I launched Pure and Natural Pet (PureAndNaturalPet.com). To spread the word and learn how to differentiate my products from others in the marketplace, I attended trade shows and talked to a lot of people.

“We have two lines of products: Pure and Natural, which includes pet grooming products like shampoo, flea and tick prevention, paw rescue and oral care, and Pro-Coat Grooming, a line of products for professional groomers. All

are USDA-certified organic and sold on our site, Amazon and 500 pet stores in eight countries.

“To market the business, we still attend trade shows and pitch the media, but a lot of our customers find us through word-of-mouth referrals. I'm so passionate about this business that it doesn't feel like work, and my team is smart, dedicated and passionate about pets too! I make six figures a year—money that pays the bills, goes back into the business and allows me to travel and spoil my new cat!”

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# Save \$\$\$ on any spring getaway!

Tired of being cooped up indoors? Great news! Whether traveling on a far-off trip or to a nearby staycation, there are easy ways to do it for less!

## Nab the lowest price on hotel rooms

Found a great price for a hotel on Expedia, Orbitz or another travel deals website? You could actually save more by checking the rates on the hotel's own website—many times, they'll be even lower to encourage people to book directly. And when they're not? Jason Moore, host of the *Zero to Travel* Podcast, recommends joining the hotel's free loyalty program, then calling the hotel where you want to stay on their local number rather than their general reservation line. "Tell them, 'The price is a bit out of my budget, but I'd really love to stay with you. Is there anything you can do?'" suggests Moore. "The manager often has discretion to lower the price, especially for loyalty members."

## Save 30% on car rentals

Car rental costs have spiked due to a lack of vehicles. Fortunately, you can save 30% on your rental's base rate, and earn 10% back on an Amazon gift card, by using your Amazon account to rent at Avis or Budget! Just visit [Avis.com/en/offers/partners/amazon-benefits](https://www.avis.com/en/offers/partners/amazon-benefits) or [Budget.com/en/offers/partner-offers/amazon-benefits](https://www.budget.com/en/offers/partner-offers/amazon-benefits), sign in with your Amazon username and password (no Prime membership needed!), then select the car you want. The discount is automatically applied, and you'll get your Amazon gift card within 48 hours of paying. Tip: "Discounts are often given for weekly rentals, so it may be cheaper to rent for a week even if your trip is shorter, then return the car early," says Moore. "Just check the agreement to ensure there's no early return fee."

### Tip!

You can find free events, such as festivals, shows and walking tours, by visiting [Eventbrite.com](https://www.eventbrite.com) (select "free" in the menu) and [Yelp.com/events](https://www.yelp.com/events) (look for "free" on the event's page)



## Pay 20% less for airfare

Frustrating, but true: The price of an airplane ticket can vary depending on the day of the week. But a new Expedia study pinpointed the best days of the week for the cheapest fares: To save around 5%, purchase your ticket on a Sunday, which is when prices drop to their lowest. And to save more than 15%, start your trip on a Friday, which is when business travel dips so airlines try to encourage more leisure travel. Can't leave on a Friday? Taking off any day between Wednesday and Saturday saves more cash than leaving Sunday through Tuesday, the study found.

## Grab food freebies

If you're like most of us, you'll be dining out more during your trip. And while restaurants have increased prices due to a sharp rise in food costs, you can keep your spending in check by downloading loyalty program apps for restaurants where you'll be dining. More and more eateries are saving their best coupons and freebies for loyalty customers! And it's not just the big chains doing it. Roti, a restaurant in Chicago, recently gave folks who downloaded their app a \$10 credit in their account, in addition to \$5 for every \$50 spent after that. To find a restaurant's loyalty app, visit their website.

Save big with...

Tory's STEALS of the Week



Tory Johnson, *Good Morning America's* shopping expert

49% off  
Cariloha Bamboo Knit Throw

"Wrap yourself in exquisite plushness with a throw blanket that's softer to the touch than many wool, cotton or cashmere options"

Deal ~~\$99~~ \$50



58% off TruMedic MagicHands truShiatsu Neck & Back Massager

"Get the feel of an actual masseuse, at home, with this massager designed to re-create the touch of a pro"

Deal ~~\$180~~ \$75



69% off Sterling Forever Dual Tone Enamel Pendant Necklace

"Prepare for compliments with this eye-catching sparkly CZ and blue enamel pendant!"

Deal ~~\$64~~ \$20



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